

ABSTRACT OF THE DISCLOSURE

A personal placement and location control system for controlling movement of one or more individuals to a particular destination. The control system provides a plurality of rows of indicators spaced apart from one another for defining a pathway of movement and an end of the line element, and where the path forming elements extend from the opposite ends of the end of the line element. The control system thereby guides individuals to a destination beyond the end of the line element. These elements are all located in a substrate, which can be placed on a ground surface. The substrate may contain instructional material or other advertising or promotional material.